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# SPONSORS' BRAND RECALL IN SPORT'S AREA



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## TURUN AMMATTIKORKEAKOULU THESIS

Sports sponsorship is a marketing tool that is frequently used by companies to reach a wide audience on a global basis so as to be placed higher than their competitors and to create awareness as well as make a higher profit margin. The aim of this thesis is to study the factors which affecting sponsorship effectiveness. Sponsorship efficiency is determined by certain factors, particularly involvement, exposure conditions and message specificities. The number of sponsors forms part of the characteristics of the messages, of which the effect on memorizing was seldom measured on the two audiences. The research objective is to measure the effect of the number of sponsors and the implication on spontaneous and assisted memorizing of the two types of audiences. Research concerns three teams of French Basket-ball. A questionnaire was conducted to understand the behaviour of the audience in presence of sponsors. The result of the study show that the brand recall of sponsor can be very variable and many factors are taken in account such as the kind of audience, the duration of exposure, the individuals factors and so on.

### KEYWORDS:

Sponsors, Sponsorship, Direct audience, Indirect audience, Brand recall, Effectiveness,

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# 1. INTRODUCTION

## 1.1 Background

Roman patriachs often sponsored gladiator games for political reasons (Sandler and Shani 1993, 38-43). The public administration that followed support of such gladiator games helped to protect the fortunes of the sponsoring families and increase their popularity. The games were initially stage a way of celebrating military triumphs, however officials soon realized that they could be useful to gain popularity. In 65 BC Caesar put together a massive "troop" to stage the biggest gladiatorial games ever, in memory of his recently deceased father. The size of the enormous troop scared political leaders and they agreed on a legislation against the formation of large groups. Political candidates were forbidden from sponsoring such events (Sandler and Shani 1993, 38-43). This example clearly defines the sponsorship, which is the minimum cost for the most benefits, in order to get notoriety and to have a positive impact on the population so as to reach a brand recall.

Appeared in the middle of the XXI century sponsorship is motivated by commercial reasons. In 1861, a British restaurant "Spiers & Pond", which activities were unconnected to the sport, sponsored the first tour of the British Cricket team in Australia. This event has registered a return on investment of £ 11 000 for the restaurant. ([www.question-sponsoring.com](http://www.question-sponsoring.com))

Interest in sponsorship has increased rapidly and the challenge for a company is now to draw attention on itself and to mark the consumers mind. The first study on sponsorship date from the beginning of 80's (Gregory 1984, 47-48). Sponsorship has gotten more and more important over the last years. In 1985, worldwide investment in sponsorship was estimated at more than US \$ 3.6 billion, in 2002 US \$ 24 billion and in 2006 US \$ 33.7 billion (IEG 2002) (IEG 2006).

Sponsorship is now a way to support advertising and to target a specific population. Sponsorship is generally seen as delivering benefit to the society, a

form of communication, which is received by the audience in a “halo of goodwill”. (Meenaghan 2001, 95-122)

The activities included in sponsorship are primarily musical events; festivals, arts and sports (Gwinner 1997, 145-458). However, the sports sponsorship dominates the sponsorship activities and it amounts to 67% of the total spending of sponsorship companies (Mullin, Hardy and Sutton 2000). This is explained by the attraction and the impact that sports have on the audience. (Copeland et al 1996, 32-48). Sport are everywhere in our daily life, TV, radio, internet... This fact can explain the firm keen interest to sponsor a sport event, a team or an athlete. There are two kinds of audience which attend a sport event, the direct audience which means people come to the venue and the indirect audience which means people who follows the event throughout a media.

## 1.2 Thesis aim

The motivation for the thesis come from my interest in sport, I have been playing basket-ball for 15 years. I played 2 years in national team by the way the sports in general is an area that I like and I grew-up especially in the field of basket-ball. The presence of sponsors is increasing nowadays and does not go unnoticed. Therefore the aim of this thesis is to understand the impact of multiple sponsors according to the kind of audience.

## 1.3 Research Questions

Three research questions have been outlined below to help me gaining a better understanding in this topic.

RQ 1: What factors influence the audience's recall of the sponsor?

RQ 2: What happens if they are multiple sponsors for an event?

RQ 3: What kind of audience is available for sport sponsorship and effectiveness?

## 1.4 Perspective

This thesis explores various kind of audiences who influence the brand recall of the sponsor. Another focus of this study is to examine whether several sponsors for one team can influence the brand recall. This study will focus on the definition of sport sponsorship and on the different motivations to sponsor. Also it focuses on factors which influence the brand recall but also on the characteristic of brand recall and more precisely between the direct audience and the indirect audience.

## 1.5 Research overview

This section provides the outline of the thesis which is divided into six chapters.

Chapter one will provide a background on the research area and the purpose. The research questions and the perspective are presented.

Chapter two presents the literature review and concepts that are used in the study. It starts with what sponsorship is, followed by the motivation behind a sponsor, then there are the factors which influence the brand recall, and to finish the differences between the direct audience and the indirect audience.

Chapter three presents the theoretical framework with the different models and the organizations objectives with sponsorship.

Chapter four includes a description of techniques used in the study as well as an explanation of the research approach and also how the data was collected is presented as well.

Chapter five presents the results from the experiment and the analysis of the findings and discusses of the relation between the purpose and research questions. The analysis is made with a close connection to the literature review used in this thesis

Chapter six includes the study made, answers the research questions and presents a critique of the study and provides recommendations for future research.

## 2 LITERATURE REVIEW

### 2.1 Sponsorship

There is generally no definition accepted of sponsorship (Walliser 2003). But some authors have studied the sponsorship subject with different points of view to understand what exactly sponsorship is. In the case of this study the main objective objective is to understand the marketing tools of the company to have brand recall effectiveness.

First, it is important to understand who the actors are in the field of sponsorship. Jobber (2004) and Olkkonen, Rami (1999) think that sponsorship is a business relationship between two parties which are the sponsor and its stakeholder and the sponsored and its stakeholders. According to Derbaix et al (1994, 43-67) the sponsorship means “a technical for any organization to create or sustain a direct socio-culturally independent itself and associate media to achieve marketing communication’s objectives”.

The sponsorship is a phenomenon different from communication because it involves an emotional relationship between the consumer and the activities sponsored (Meenaghan 2001, 95-122). The definition of sponsorship according to Meenaghan (1983, 31-38) is “the provision of assistance either financial or in-kind to an activity by a commercial organization for a purpose of achieving commercial objectives”.

Sponsorship’s objectives are heterogeneous. In fact the company can do it to improve its brand awareness, improve attitudes, motivation of staff, to seek closeness to partners (suppliers, customers...) (Erickson and Kushner 1999). However, the main objectives are to get an effective brand recall as well as favorable reviews. (Walliser 2003; Thwaites 1995)

It is important to not confuse the advertising with sponsorship. According to Meenaghan (2001, 95-122), the difference between sponsorship and advertising is that sponsorship is an indirect promotional tool, viewed as



bringing benefits to the society, while advertising by contrast is a more direct and forceful communication tool as a company itself. All definitions of sponsorship as a communication tool, agree that it is an exchange between a sponsor and a sponsored with communication objectives by exploiting the combination of both (Walliser 2003).

## 2.2 Brand recall

The consumers' ability to remember a brand is called brand recall (Keller 1993, 57). The main aspect when it comes to brand recall is that the individual should be able to generate the brand from memory. Before entering in a store the decision of buying a certain product is usually made and if the client does not remember the brand well enough, the product will not be chosen and the sales will eventually decrease. Therefore, it is important to take into account the brand recall when it comes to the products that are purchased frequently.

The requirements for building up a high brand recall are either many repetitions or in depth learning experiences. Brand awareness can be created with a high level of brand recall and this brand recall can be reached through constant exposure, and can even lead to minimize the recall of other brands of the same category (Aaker 1991). Before a decision, it is often the brand first recalled by the consumer that is chosen given that the attitude towards that brand is positive. A high level of brand recall through constant exposure can create more than brand awareness; it can also minimize the recall of other brands in the category (Aaker, 1991).

### 2.2.1 Measure of brand recall

In the context of sponsorship they are three indicators to measure the brand recall: top of mind, spontaneous recall and aided recall (Anne1992, 121-148).

- Top of mind

This is the first brand mentioned spontaneously. This measure is useful when evaluating if the dominant sponsors of an event is also dominant in the public

memory (Anne1992, 121-148). According to Anne (1992, 121-148) there is a correlation between the first name mentioned and the main sponsor of the event (if the sponsor is important then the sponsor will named named more easily by the respondent). This method will be used during the questionnaire analysis to compare the results according the kind of brand recall.

- Spontaneous recall

This measure indicates the degree of presence in the mind of the respondent to the brand (Anne 1992, 121-148). This is the percentage of people able to spontaneously name the brand without help. It is the brands that the respondent has in mind and when he is questioned he can mention these brands. The spontaneous recall is used during the questionnaire and it will be usefull during the analysis in the fifth part of the thesis.

- Aided recall

The aided recall is a marketing technique testing the 'memorability' of a brand. This indicator measures the recognition that allows to observe the "traces" left by the sponsor in the respondent's mind (Anne 1992). This is the percentage of people who mention the brand in a list that includes the brand. There are several methods to measure awareness assisted by example by giving a list of names of sponsors, completing slogans...During the questionnaire there is a question about the aided recall to know if he respondent has already seen these brands before.

These three kind of brand recall's measure are very usefull for the analysis of the questionnaire and also they permit also to cross the findings data to get a better understanding about the research questions.

## 2.3 Motivation behind sponsorship event

In order to understand sponsorship, it is important to wonder why so many organizations make such an effort in this field of marketing. The reasons for using sponsorship can be different depending on the firms but there are similar motivations and reasons for becoming a sponsor.

### 2.3.1 Visibility

Sponsorship integration in a firm is motivated by a set of benefits which complete the advertising benefits and other ways of communication. Thus, sponsorship allows companies to have a greater visibility thanks to media coverage of the event sponsored. Moreover the fact of associating a brand with sporting event for example, promotes a new attitude in consumers. This association would allow the company to show its commitment to a specific audience.

According to Aaker (1991) the visibility of the product can also enhance the link between the brand and the event. In the creation of brand exposure, the cost of a sponsorship can be justified by the brand name exposure achieved through event publicity. For many sponsors, the cost of purchasing the television and print exposure their sponsorships acquire is unaffordable.

### 2.3.2 Brand awareness

The brand awareness is the proportion of the respondents that have heard of an assigned brand; brand awareness can be unaided or aided (Hair and Bush, 2009) One of the main reasons of marketing is to change the attitude to a more positive attitude toward the brand. The study of brand recall is its interaction with the emotional reactions to generate behavioral answers. Mechanism of interaction between cognitive processes and emotional cognitive processing is a mediator between the stimulus and the behavior evaluation and also the consumption of the receptor (Graillot 1998). The central role of brand recall in persuasion process is emphasized in the literature of the effectiveness of

sponsorship (Didellon-Carsana 1998). The significance of the impact of sponsorship on the brand awareness of the sponsor is widely emphasized in some works.

The ultimate goal of most businesses is to increase sales and income. Ideally, if the company wants to attract new customers to its products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of business and its products. Ultimately, achieving successful brand awareness means that your brand is well known and is easily recognizable. Brand awareness is crucial to differentiating your product from other similar products and competitors (Graillot 1998).

To create a brand awareness, the firm needs to consider and to be aware of how your product value becomes known to the consumer and the importance of consistency:

The message of what a brand is offering to the consumer should be consistent. The impressions that the firm hopes to make on consumers and potential consumers should be consistent across various mediums, situations, and promotional attempts.

Images that the firm presents should also be consistent in order to increase brand awareness. It is important that everything is consistent in the use of images in order to maximize the recognition and positive impressions.

Slogans and taglines should also be consistent throughout mediums and material. Once again, consistency is important in conveying a message that promotes awareness of your brand in an organized, recognizable manner.

## 2.4 Factors which influence brand recall

The nature and the intensity of this relationship depend on a set of values. According to Walliser (2003), there are five categories which describe the impact of sponsorship on the brand recall of the sponsor. The event of configuration, the individual factors such as the gender and the age, the

characteristic of the message with the colors used, the place in the gymnasium or on the kit, the involvement of the audience during the event, and the brand awareness (the relationship between the brand and the event) are the factors that Walliser describes.

#### 2.4.1 Event configuration and brand recall

Many sponsors obtain the desired impact, but, some do not succeed to get known and to come out of anonymity after the event. This lack of significant impact may have several causes. For example the company does not look to get a brand awareness with the direct audience. In the contrary case, the bad results may have originated from sponsorship field poorly gauged, such as when supporting an event which is undervalued on the event's place (Tribou 2004). The result observed can be due also to the methodology used to measure the influence of exposure to sponsorship message, such as the collection method adopted, the type of assistance provided (Cornwell et al 2005).

The time between exposure and time of measurement can also explain some bad results. Indeed, the longer you wait, the more likely it is that the level of brand recall will lower, until the level of notoriety before the campaign. (Cornwell et al 2005).

Finally, the lack of impact can affect the level of exposure to messages from sponsors. Indeed, the architecture of the place can have an influence on a direct audience if the way is perfectly marked, the influence will not be the same. When the site offers to the public an opportunity to organize its progress in place as he wants, the brand recall present an effective rate.

#### 2.4.2 Individual (and group) factors and brand recall

Among the determinants that may explain the effectiveness of sponsorship, individual and group factors are numerous. The first is the level of excitement caused (and the emotion felt) by the presence of the sponsor and/or the by

event (Walliser 1994). The second category concerns the previous experience of the individual regarding the demonstration and the knowledge of the event and/or product category that the sponsor represents (Cornwell et al 2005). The third is the involvement. It is related to a particular event, activity or product category (Anne and Cheron 1991, 69-81). The fourth factor is about personal characteristics such as age and gender (Walliser 1994). The fifth category refers to the general opinion regarding the sponsor and its activities (Walliser 1994).

#### 2.4.3 Characteristic of the message and brand recall

The message characteristic relates to different characteristics of the stimulus such as the size of the logotype, the colors used... These particular elements are meant to identify rapidly the sponsor and get higher brand recall. This number can vary according to the strategy of the sponsor, or sponsored, the importance of the event, the importance of the team.

The message characteristics determine its complexity's degree. The impact of cognitive complexity on the reactions has been particularly studied in the context of advertising, for example in music advertising (Kellaris and Kent 1991, 243-248) and Internet communication (Hamilton and Luo 1999). The cognitive abilities of the individual are restricted to processing messages that require significant resources beyond his own. Thus, exposure to a complex stimulus characterized by a relatively high level of information tends to make more difficult the data processing and reduce the memorization rate (Hamilton and Luo 1999).

#### 2.4.4 Involvement and brand recall

In addition to the elements of the message, the individual characteristics of the audience and particularly the commitment are determinant to the sponsors' memorization (Anne Cheron 1992, 121-148, Cornwell and al 2005). The role of involvement has been demonstrated in several studies in communication, some explanations are supported in research on sponsorship. This difference in roles

is particularly shown in the study of Abbasi and Chandon (2007), which is about the effect in long-term involvement in the sporting context.

Consumers' processing of a sponsored event is influenced by their motivation, ability, and opportunity to process this event. Involvement with a sponsored event is conceptualized as having both intensity and directional properties. The more a person is involved the more intense his/her processing of the game (Burnkrant et al 1983). As involvement increases more overall attention is devoted to the event and also to the sponsorship stimuli.

However, involvement also has a directional property, because of limited cognitive capacity (Kahneman 1973), as involvement or motivation to process reaches high levels, attention becomes more focused on the relevant source of information for example in the game itself, and away from information such as the sponsorship stimuli. Highly involved people are no longer "willing" to process irrelevant billboards when watching a game. Therefore, a curvilinear relationship is hypothesized between audience involvement with a sponsored event and the processing of brand recall. This should be reflected on people's ability to recognize the stimuli in a subsequent task.

#### 2.4.5 Brand awareness and brand recall

Among the factors studied, brand awareness is probably the only one that is often the subject of evaluation. This is valued in terms of construction or variation. Both aims are estimated based on the memory and recognition of the brand as sponsored by the public exposed to the message of sponsorship. However, for the same brand, the impact can be very different depending on the events. There are two approaches; the first examines the problem in terms of the individual: the consideration of sponsors for the audience, identifying factors that have an impact on brand recall and analysis of process memory (Walliser 2003). The second approach analyzes the problem in terms of the relationship between the brand and the event: with the market position of the product category of the brand, the seniority of the company, the number of sponsors associated with the same event. This last factor is particularly important

because theoretically, the most numerous the sponsors are for the same event, the more probable it is that the brand recall will decrease.

Fuchs (2006) argues a classification of brand recall's determinants which divided the factors into 4 sections:

- The factors related to the spectator's behavior during an event (duration)
- The exposure situation (density of the audience)
- Relationship between the brand and the event,
- The elements related to individual and groups characteristics (involvement, emotion, socio-demographic variables ...).

Whereas Cornwell et al (2005) identifies 3 groups which explain the brand recall:

- Individual and group factors (experience, involvement...)
- Management factors (sponsorship policy)
- Market factors (competitor activities).

## 2.5 Audience

Sponsorship action is meant for different categories of public. Two targets are identified in the literature of sponsorship: the direct exposure in the place of the event, which is the direct audience (Alexandris et al 2007) or an exposure through a media, which is an indirect audience (Walliser 1994).

There are many similarities between direct audience and the indirect audience during a sporting event. These similarities are mainly found in psychological profiles, such as identifying the team, anxiety, excitement and interest in sporting activity (Sloan 1989, 175-240). In addition, the broadcast live event is followed simultaneously by the direct audience and indirect audience. Nevertheless, direct audience is distinct from the indirect audience.



### 2.5.1 Duration of exposure

The difference between these two types of exposure (direct and indirect) is shown through atmospheric variables and exposure's duration. Direct audience which is present at the sporting event is subject to a set of perturbations as the weather, others fans, noise... Whereas indirect audience has some comfort that can be more important than the stadium due to the phenomenon of zapping, commercials advertising or the fact of doing other things during the sporting event (eating, talking, reading...). Furthermore, exposure of the direct audience to stimuli of sponsors is longer than for the indirect audience, this fact can lead a better brand recall. The exposure conditions have been studied to show a link between the duration of exposure and its affect on the brand recall (Walliser 1994). The results of several studies show that the brand recall of sponsors increases with the duration of exposure to the target (Walliser 1994).

### 2.5.2 Environmental exposure

According to Zhang et al. (1998, 103-122), in the case of presence on the playground (direct audience), there is a crowd behaviour. The physical and emotional reactions of the direct audience contribute significantly in the show and increase the involvement in sports. The direct audience may influence by external environment like atmospheric disturbances like the rain, the snow, or the scorching heat..., when the place of the event is not covered. However, these genes are less frequent in the case of television exposure. According to Zhang et al. (1998, 103-122), although the broadcast media often provides good coverage of the event, it does not cover adequately the behaviors and reactions of the audience. However, the indirect audience benefits from a more comfortable environment, and an advanced broadcasting technology such as sequences past in slow motion (Hocking 1982, 100-108). Although comfortable, the environment of the indirect audience may contain spoilers. This embarrassment may be caused by an entourage that does not necessarily share the same interest in the event of a power cut, a surprise visit, phone calls, etc... (Abassi and Chandon 2007).

### 2.5.3 Stimuli's exposure of sponsors

Other differences exist between the two types of audiences. First, the direct audience is exposed only to stimuli present in the place of the event. The indirect audience is as well as exposed to stimuli in the playground but also to TV stimuli (commercials, sponsorship of TV sports show, ambush marketing, etc.). The duration of exposure to sponsors at the place of the event is more important than the duration of exposure allowed for the indirect audience by TV. Indeed, spectators who come to the venue may arrive before the start of the demonstration to sit in the best places, or find a car space. During break viewers rarely leave the scene of the event. In contrast, the televised broadcasting of sports events usually begins a few minutes before the sporting event. The antenna change rapidly its program few minutes after the end of the meeting (the last minutes are given in the summary of results, or to show decisive moments and the greeting of viewers) (Abassi and Chandon 2007).

The indirect audience may have other opportunities to be exposed to the sponsoring brands, for example by looking at emissions and/or reports related to the sports event. However, the duration of these exposures are short. In addition, the television transmission of an event is often interrupted by commercial breaks or sports sponsorship. These cuts are controlled by the channel that issued the event. This has the effect of making the duration of exposure to sponsors shorter on the playground. Another consequence of these cuts is to increase the risk of ambush marketing. The competitors of the sponsors who sponsored the event often take advantage during the commercial break that accompanies the event in order to convince their association with it. This can mislead the viewer as to who the true sponsor of the event is. The presence of spots is also observed for the direct audience in the playground with the boards. However, in this case, the broadcast spots are less numerous than those to which the television audience is subjected. In addition, the spots cast on the playground are controlled by sponsors and organizers of the event sponsored, which lessens the risk of ambush marketing.

#### 2.5.4 Freedom vision and vision focused

Another difference between the two exposure experiments is the freedom given to the audience. The people in the playgrounds (direct audience) have a very wide field vision. They can choose to look at any element they want in the game environment. On the other hand the viewers (indirect audience) are less free. Their vision of the playground is less autonomous, because these are the cameras and commentators that guide the viewer's exposure. It is the channel that decide on which elements will be broadcasted (the game, players, coaches, fans, replays, etc.). In addition, comments made during transmission of the sporting event guide the indirect audience (Bryant et al 1982, 109-119). For example, when a commentator uses a dramatic tone this increases the level of appreciation, fun, involvement, interest and excitement viewers (Sullivan 1991, 487-504). These two audiences have different criteria and different experiences like the logotype exposition, the name of the sponsor on the kit... To illustrate this fact we have the figure on Abbassi and Chanbon (2007).

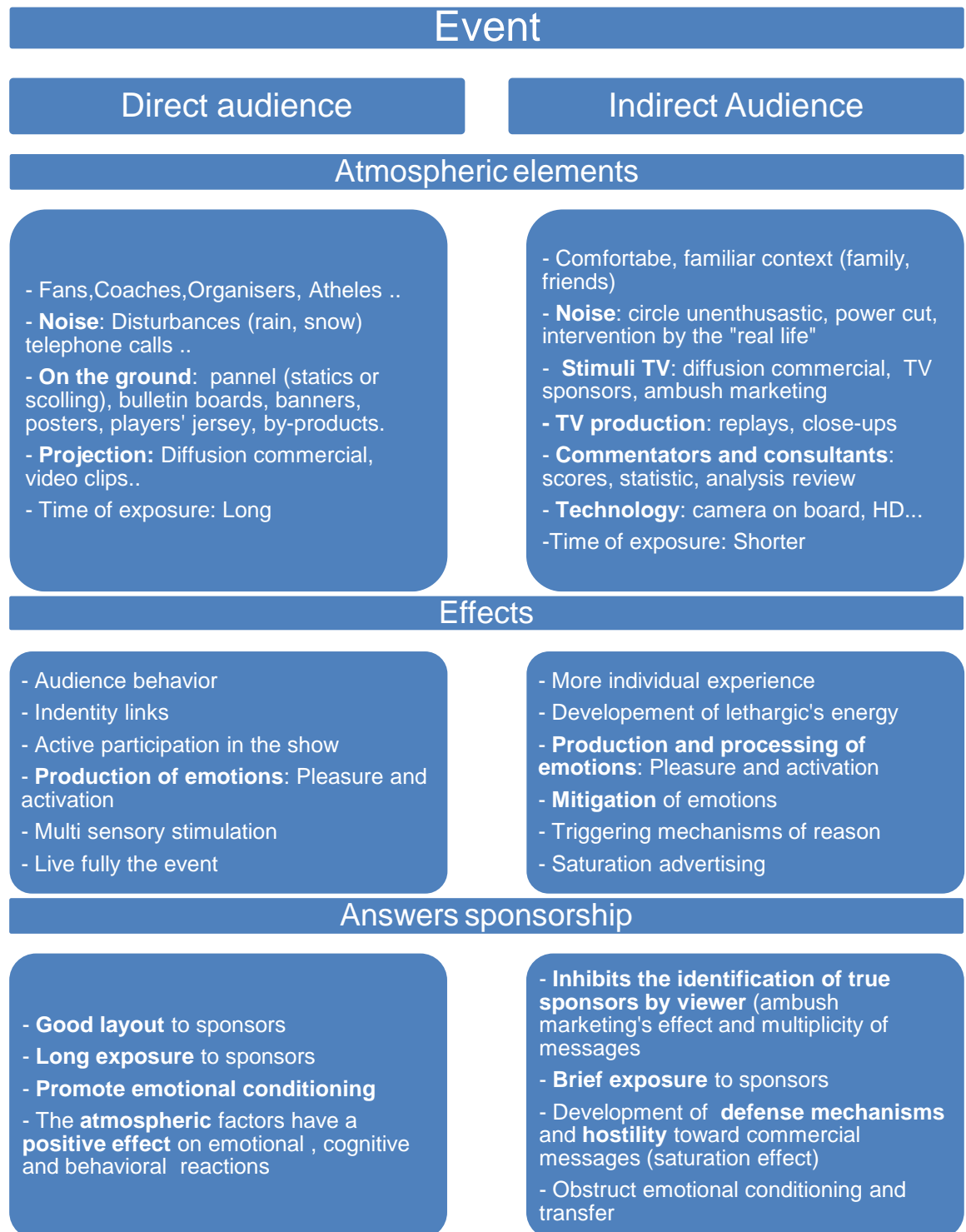


Figure 1. Abbassi W. Chanbon J.L (2007) Effet de la condition d'exposition à un événement sportif sur l'attitude envers les sponsors. (Translation of the author)

### 3 THEORETICAL FRAMEWORK

#### 3.1 A-Eric Model

Jiffer and Roos are researchers within the field of sponsoring who have come up with a model called A-Eric. In this model, they describe the four most important motives for the firm to sponsor. This model organizes and narrows in four different areas: Associations, Exposure, Relationships and Integrated communication (Jiffer & Roos, 1999). Authors think that an organization should not think of these four categories as independent strategies, but more as supplementary to each other.

Sponsorship	Association	Exposure	Relationships	Integrated communication
Media	- Emotions - Values	- TV - Magazines - Events	-The event as a meeting place	-TV -Radio -Internet -Printed Media
Activities	- Positive correlation - Press conferences	- Arena commercial - Logo typing - Opening ceremonies - Awards	-Invitations -Participations -VIP areas	-Advertising -Sales promotion -Sampling/ sales -PR activities -Point-of-sale material
Motives & Effects with sponsoring	- Change or increase image - Create loyalty	-Brand exposure - Introduction of new products - Enhance product quality Media coverage	-Networking -Staff activities -New customers -Special meeting points – entertain	-Enhance campaigns and deliver message -Image creation -Reaching new customers -New “non commercial” channel

Figure 2. Source: Jiffer & Roos (1999, pp 36.)

- Associations

Association can offer an opportunity for the sponsor to create a desired link to a brand and it is the most important element in sponsorship according to Jiffer and Roos. In fact, sponsorship establishes a link between the event and the organization who decided to sponsor the event.

However, this also involves risks for example if the event or team that is sponsored is unsuccessful people might hold the same perception towards the sponsor.

- Exposure

Every sponsor wants the best exposure possible for their logo, product or message. Multiple methods can be used in order to achieve the desired exposure. These methods usually consist in of traditional advertising such as stadium advertising, clothing advertising or a logo in the event program.

- Relationships

Thanks to sponsorship, the sponsors have opportunities to establish and maintain both internal and external relationships with important individuals and organizations. Many sponsorships offer some benefits like VIP sections of an arena where a company could invite key customers in order to make them feel important. Sponsorships can build a team spirit internally with the employees as they gain access to areas that otherwise would be off limit.

- Integrated communication

Jiffer and Roos think that sponsorship is not media but a working method. The method consists in a communicator forming a message by considering the elements in this model. Products could also be sold at the sponsored event which gives the sponsor an opportunity to communicate the benefits of the products.

### 3.2 Organizations objectives with sponsorship

According to Dolphin (2003, 173-186) to have a successful sponsorship there are corporate objectives need to be achieved such as enhancing corporate image, increasing awareness of brands, stimulate the sales of products or services and leveraging the corporate reputation.

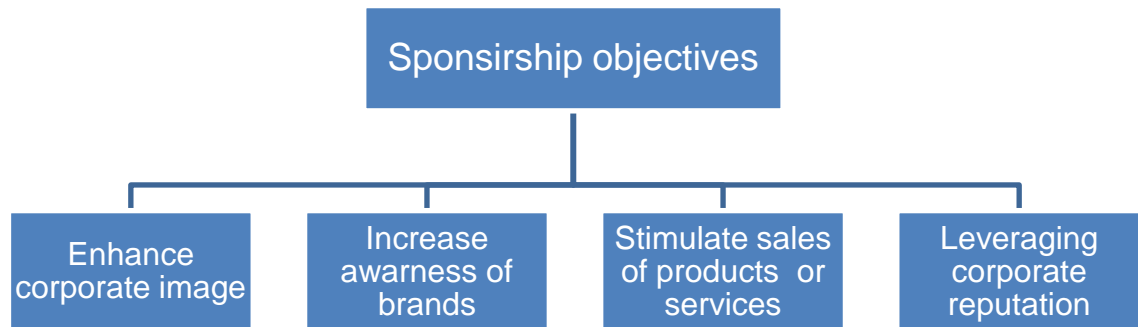


Figure 3. Organizations objectives with sponsorship according to Dolphin (2003)

- Enhancing corporate image

Sponsorship may be used to change the public perception about a company. It can boost community involvement and be an excellent way to be grateful to the community that supports the organization. Sponsorship can also be used such as a tool that can build relationships, create goodwill and enhance employees' motivation. And the long term relationship can do much in enhancing the sponsoring organizations image.

- Increasing awareness of brands

When an organization chooses to sponsor a sport entity according to Dolphin (2003) there is an increasing of brand awareness from the sponsorship. He continues with that sponsorship is an excellent way to use if the organization wishes to achieve name recognition raising the profile of the organization brand.

- Stimulate the sales of products or services

According to Dolphin (2003, 173-186) the sponsorship can stimulate the sales of products and services. More a brand sponsors events/teams, its chance to attract attention on itself and be present in the minds of consmateurs will be higher which may increase the sales of products or services.

- Leveraging corporate reputation

If the sponsorship organization and the sponsored sport entity have clear objectives, they should both benefit from the activity. Sponsorship is highly regarded for its ability to enhance organizations identity, awareness, and image. Sponsorship has an important influence over the consumers' individual beliefs, because it is connected to an event or an organization that they highly value.

### 3.3 Reputation and image

Sponsorship's objectives are similar to advertising affective and cognitive aspects. Thus, the reputation and image are considered as the two main objectives pursued by an act of sponsorship (Walliser 2003, Anne and Cheron 2001, 69-81). Others objectives can be pursued, as purchase intent (Abassi 2007), improved attitudes and preferences (Becker-Olson and Simmons 2002, 287-289) or improving relationship with the community (Meenaghan 2001, 95-122)

Sponsorship is also an excellent way of enhancing the reputation by giving back to the community in which the company operates (Dolphin 2003, 173-186). Image and reputation can be seen as resources which enables a company to secure a competitive advantage (Amis et al 1999, 250-272). Sport sponsorship has been proven to be an effective tool to either change or enhance company or brand image reputation.



## 4 METHODOLOGY

### 4.1 Research method

There are two main approaches; the quantitative and the qualitative research. The method chosen depends on the kind of information studied. The qualitative method consists in transforming what is observed, reported or registered into words. Most generally the qualitative method results in interviews, observations, pictures... The main purpose of this method is to get a better understanding of a problem area but also to gain a profound knowledge (Saunders 2007).

The quantitative approach differs from the qualitative one because it is both structured and formal. Using a quantitative methods means that information from each object is collected when several objects are studied, which makes it possible to draw conclusions. With a quantitative approach, the main purpose is to explain a phenomenon with numbers to get result.

The quantitative technique which is often used in studies is a questionnaire and the analysis of data is often done with graphs, statistics... Quantitative data will be used in this research since questionnaires will be handed out the answers will generate numbers that will be analyzed.

For this thesis, the author has chosen a quantitative approach. The reason for this choice is that the author could explain the elements which influence the brand recall, but also the consequences of multiple sponsors, and the kind of audience available and effectiveness for sport sponsorship.

According to Johns and Lee Ross (1998), a quantitative data should never be accepted as the truth, the results simply depend on too many variables. The result gives us an overview but the result can vary depending on which organization conducted the research, which sponsors were active, interpretation of the conclusions and the way the questions were posed.

## 4.2 Deductive approach

According to Saunder (2009), a deductive approach implies that a researcher develops a theory and hypothesis and that the hypothesis tested in the reality. Based in the theory which can be narrowed down to a more specific hypothesis than can be tested and confirmed or rejected. According to Saunders (2009) deductive studies starts with a general theory and ends with a specific conclusion.

The deductive approach is a highly structured methodology and it insures the reliability of the research. This method is often compared with the inductive approach. An inductive approach includes the analysis of qualitative data in order to reach new conclusions and thus form new theories.

## 4.3 Sampling

The author conducted the study in 3 clubs of basket-ball (Port-sur-Saône, Vesoul and Saint-Loup) in Haute-Saône (France). The respondents were approached during a dinner organized by Port-sur-Saône where people from the 3 clubs were here with their family, friends... The dinner took place on 02/04/2011. The author chose this time because in this dinner there were real basket-ball fans but also people who just like it. That way, the author could get different points of view. But also a very diverse sample of respondent in order to not distort the result.

## 4.4 Random sampling

The questionnaire were handed out at the entrance of the place where took place the dinner and the collect of the answers was done after the dinner. The author desired 45 questionnaires. As there were 137 people in the dinner, the questionnaire was delivered to one people in three, avoiding the kids too young.

## 4.5 Questionnaire

Questionnaires can be designed in many different ways, depending on how it should be administered. According to Hair and Bush (2009) a questionnaire can be administered electronically, with the help of the internet. In this research the questionnaires was delivered by hand to each respondent and will be collected when people finished filling them.

## 4.6 Questionnaire design

In order to avoid the interviewer evaluation apprehension and to give the respondent control the primary data are close questions. The goal of these questions was to get the personal characteristics of the respondent with their gender and their age their favorite team.

After the author decides to ask how often people watch Basket-Ball with a multiple choice question, to have an idea about how often the respondent goes to watch basket-ball.

The next question was also a multiple choice question which helps to determine which kind of audience is the respondent (direct audience or indirect audience).

To know the factors which help the respondent to identify their team the best way is to use a matrix-ranking scale with several elements and the respondent has to choose between several factors. With an open question about the sponsor, the author wanted to know the top of mind of the brand recall but also the spontaneous recall of the respondent.

The next question helped to uncover the brand recall of the sponsor with the aided recall with a multiple choice question and the respondent had to choose which sponsors he has already seen in the kit or in the gymnasium.

With the matrix-rating scale the author wants to see which brand the respondent remembers best, but also the ones that come spontaneously to his mind. The two next questions are multiple choices and the respondent has to describe

their habits when he goes to see a Basket-ball game or when he watches basket-ball games on TV.

The four last questions are matrix-rating scale to know the opinion of the respondent about 4 brands (Peugeot, MacDonalds, Leclerc and Sport 2000) if he think that they are dynamic brands, competitive brands, but also the other brands that they likes.

#### 4.7 Validity and reliability

- Validity

Validity refers to the extent to which the conclusions that are drawn from the experiment are true; it establishes a correct operational measure for the concepts being studied. There are two types of validity different, the internal validity and external validity. Internal validity it is when establishing a casual relationship, whereby certain conditions are shown to lead to other conditions, as distinguished from spurious relationships. (Yin 2003). There are different threats to internal validity such as the interaction of treatment with history, selection, testing, and treatment exposures (Hair and Bush, 2009).

In order to achieve the highest internal validity as possible the author chose a random selection of subjects from a heterogeneous population. External validity concerns establishing the domain to which a study's findings can be generalized (Yin 2003). Hair and Bush (2009), mention that the reduction in external validity can occur if the location or setting of the experiment influences the observed results in the dependent variable.

To deal with this, the author conducted the study during a dinner far away of a playground which could influence the respondent to answer questions.

- Reliability

According to Yin (2003) the reliability is when you demonstrate that questions of a study can be repeated with the same result. Robson (2002) mentions four

different threats to reliability: subject or participant error, subject or participant bias, observer error, and observer bias.

In order to reduce subject or participant bias the author chose a dinner, and a day off in the championship for the different teams, there was no apparent participant bias in this study since the respondents were asked individually, without impacts caused by the other respondents.

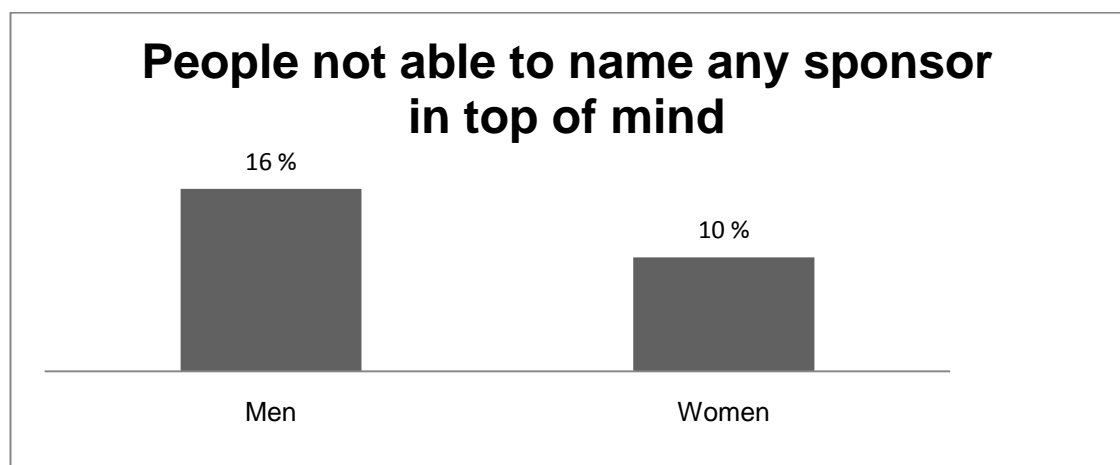
## 5 QUESTIONNAIRE AND ANALYSIS

Following is the thesis analysis based on the questionnaire. The author collected 45 questionnaires as the expectation. The questionnaire was composed of 15 questions.

### 5.1 The gender and the brand recall

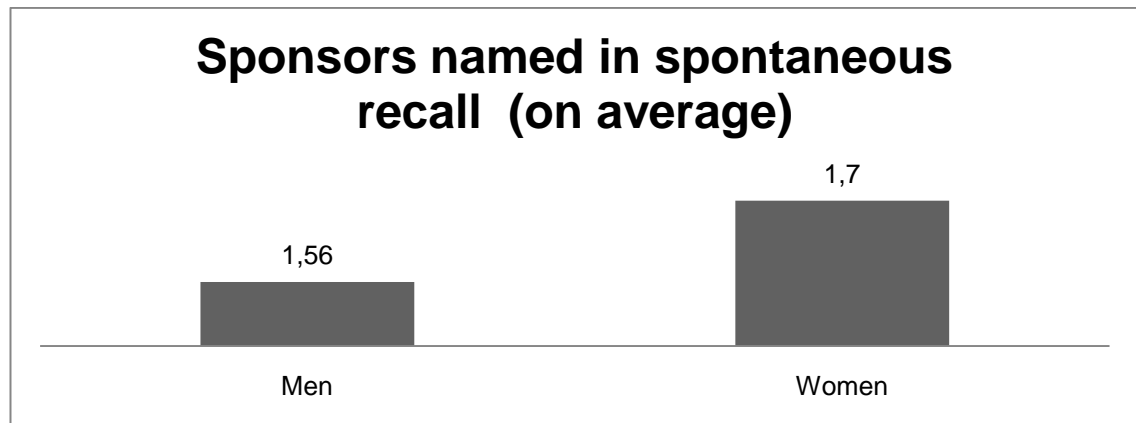
Women present a higher brand recall than men

To show this fact the author crossed the answers of the question 1 of the questionnaire about the gender of the respondent and the answer of the question 7 and 8 concerning the sponsors that the respondent can name (see appendix 1 and 2).



In 25 questionnaires filled by men, 21 of them gave an answer for the sponsor in Top of mind and 4 could not name any sponsors which correspond to 16%.

In 20 questionnaires filled by women, 18 of them gave an answer for the sponsor in Top of mind and 4 could not name any sponsors which correspond to 10%.

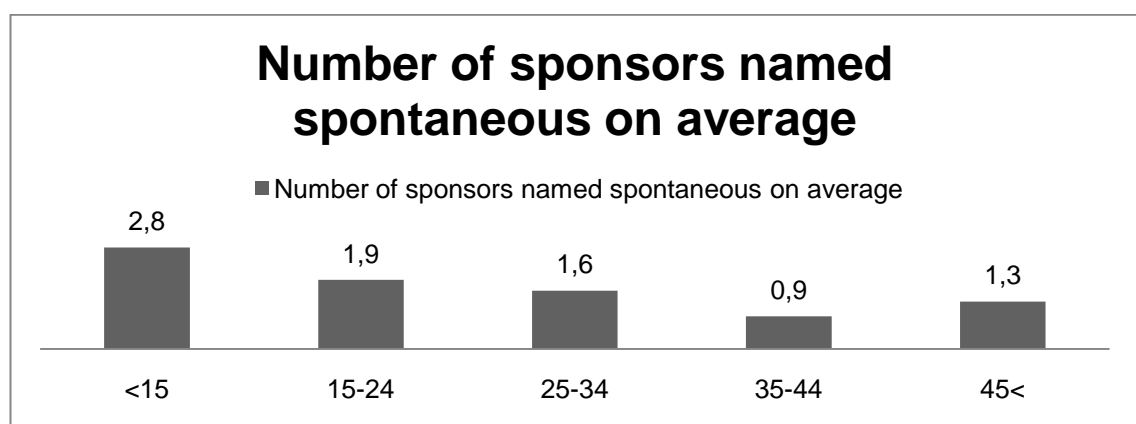


The author notice that on average women can name spontaneously 1.7 sponsors against 1.56 for men. For this result the author has made a arithmetic mean to get on average how many sponsors the respondents are able to named according to their gender. As Waliser (1994) said some factors can influence the effectiveness of the sponsor like the personal characteristic such as the gender of the respondent. Fuch (2006) argues also that the socio-demographic variables can influence the brand recall.

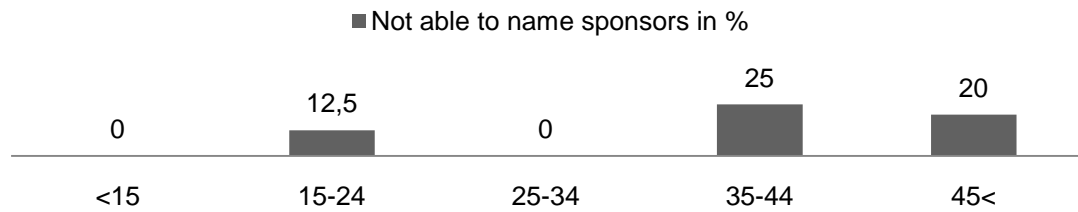
## 5.2 The age and the brand recall

Younger people tend to have a better brand recall than older people. To demonstrate this fact, the author tabulated the question 2 of the questionnaire about the age of the respondent and the question 7 and 8 concerning sponsors that the respondent can named (see appendix 1)

- Sponsor named spontaneous according to age.



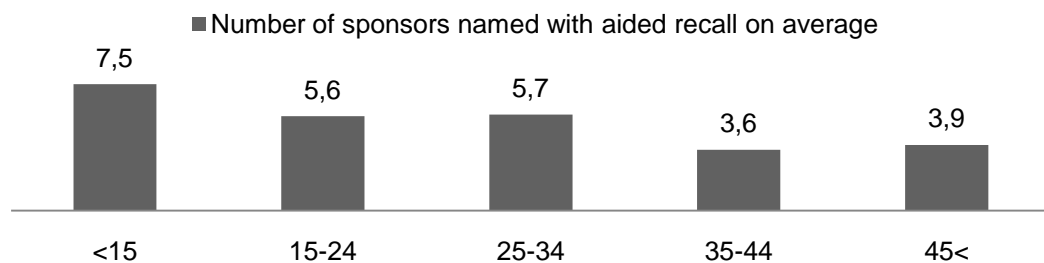
## The percentage of respondent not able to name any sponsors



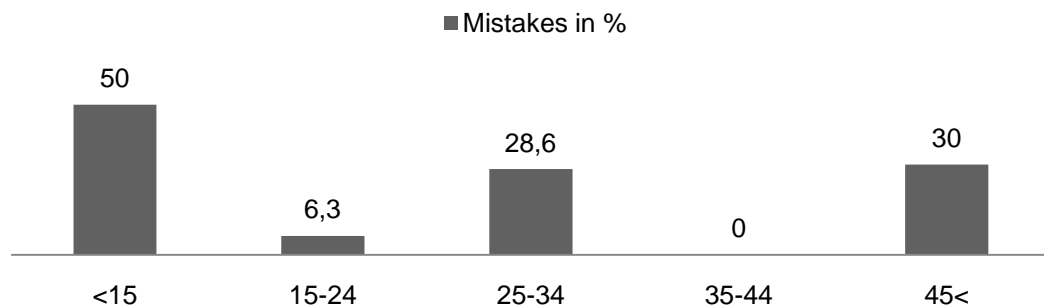
On average more the younger the respondent is, the higher number of sponsors he can give. Moreover older respondents tend not to be able to name any sponsor.

- Sponsors named with aided recall list according to the age

## Number of sponsors named with aided recall on average



## The percentage of mistakes





On average the younger respondents are able to name 7.5 sponsors with the aided recall list instead of the older respondents are able to name only 3.9 sponsors with the aided recall list. Nevertheless, the older respondents make fewer mistakes than younger respondents.

The fact that younger people have a better brand recall is checked with the questionnaire. A person under 15 years old can name spontaneously on average 2.8 sponsors against 0.9 for people between 35-44 years old and 1.3 for people above 45 years old. With the help of a list, the younger people are always able to name more sponsors (on average 7.5) than people who are older (on average 1.3). As it was mentioned in the literature review with Walliser (1994) and Fuch (2006), age can influence the effectiveness of sponsorship.

However younger people make more mistakes in the recognition of sponsor with a list. This may be because they are less careful to brands and can confuse them with similar ones.

### 5.3 The duration of exposition and the involvement

If the duration of exposure is high; the brand recall will be high too. And more the people are involved in the sport more the brand recall is high.

For this part, the author crossed the question 4 concerning the frequency with which the respondent sees basketball and the question 7 and 8 about the sponsors that the respondent can name (see appendix 1).

- Sponsor named spontaneously according to the frequency of visit

	0-10	11-20 times	21-30 times	31-40 times	more than 40
Number of sponsors named spontaneously on average	0,4	1,4	1,7	2,1	2,0
Not able to name sponsors in %	57,1	10,0	9,1	0,0	22,2

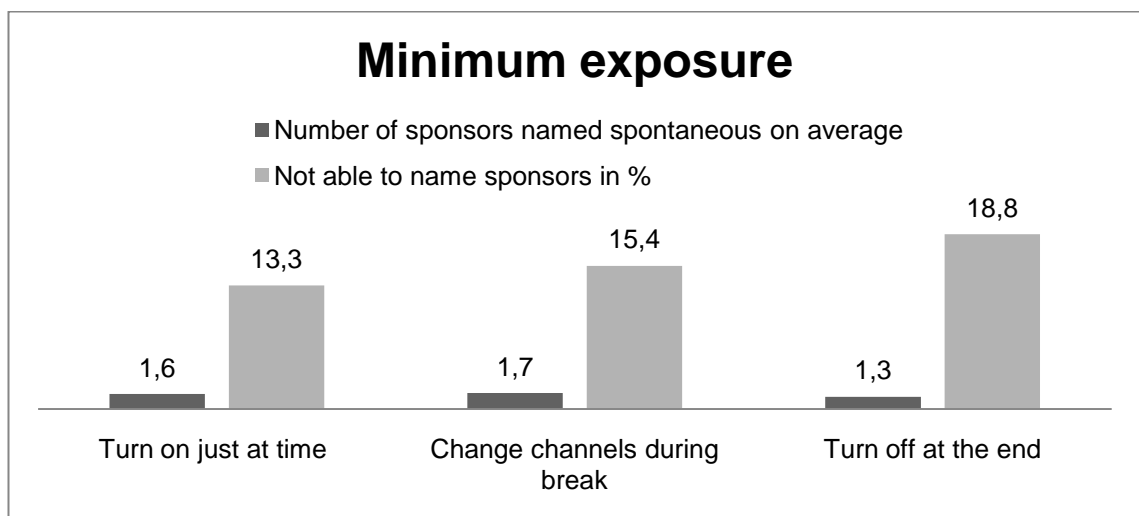
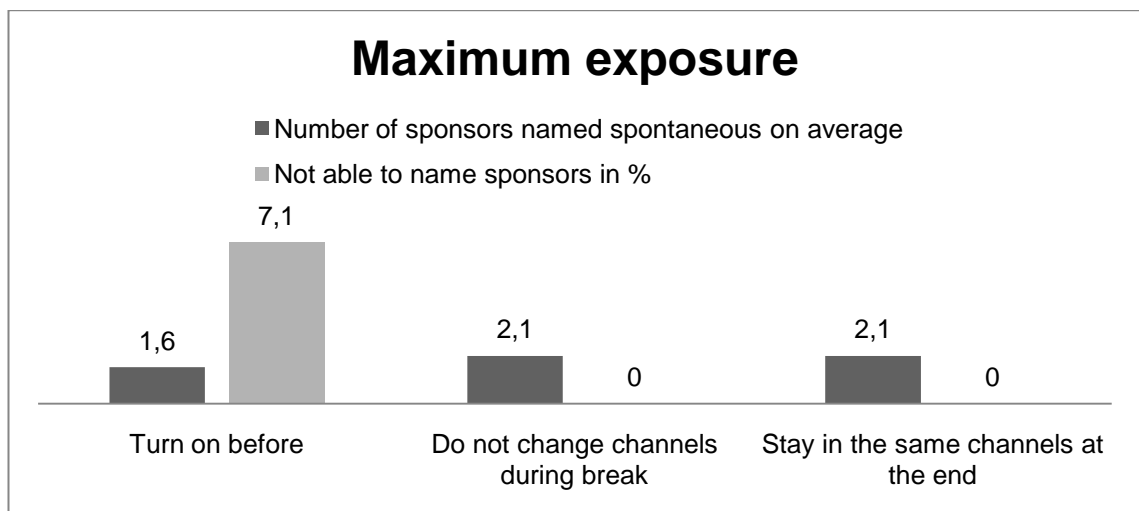
More the respondent watches basketball games more he is able to name spontaneously sponsors.

- Sponsors named with aided recall list according to the frequency of visit

	0-10	11-20 times	21-30 times	31-40 times	more than 40
Number of sponsors named with aided recall on average	1,7	5,8	3,7	5,4	7,0
Mistakes in %	42,9	30,0	0,0	0,0	11,1

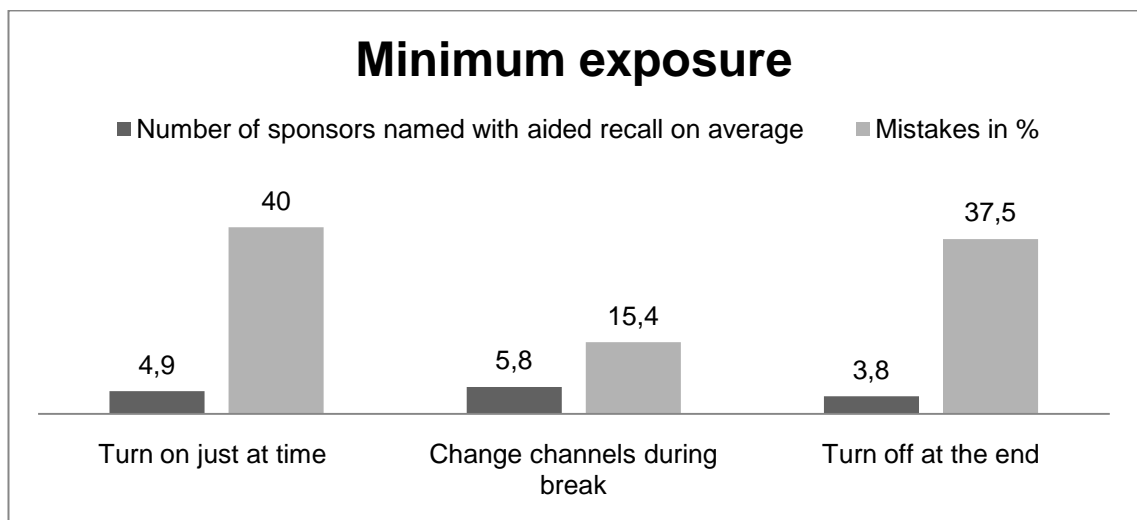
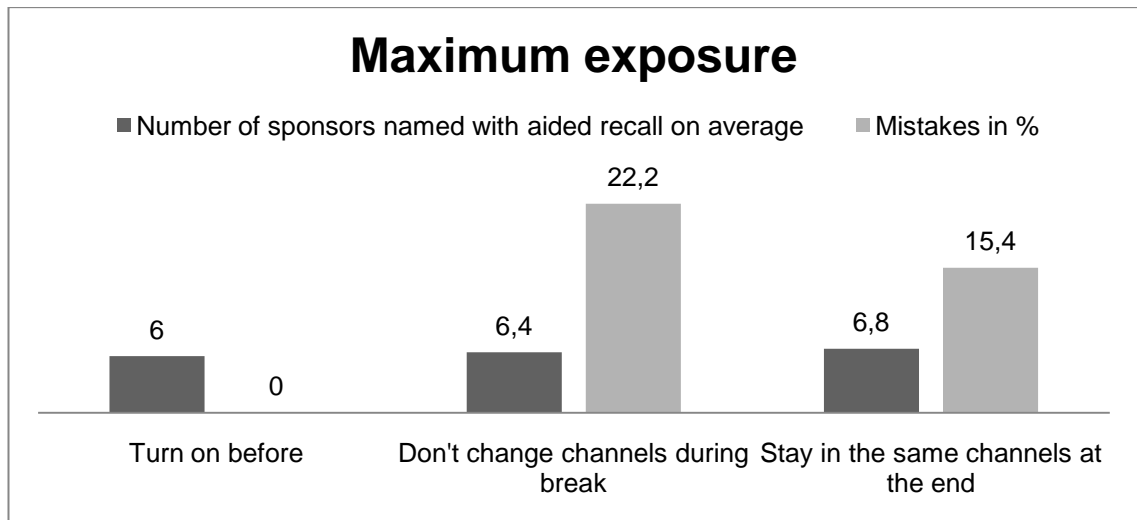
The number of sponsors named by the respondent increases in correlation with the level of frequency (more the respondent see basket-ball more he is able to recognize the sponsors). Concerning the number of mistakes, it decreases when the respondent watches basket-ball often.

- Sponsor named spontaneous according to the duration of exposure for the indirect audience.



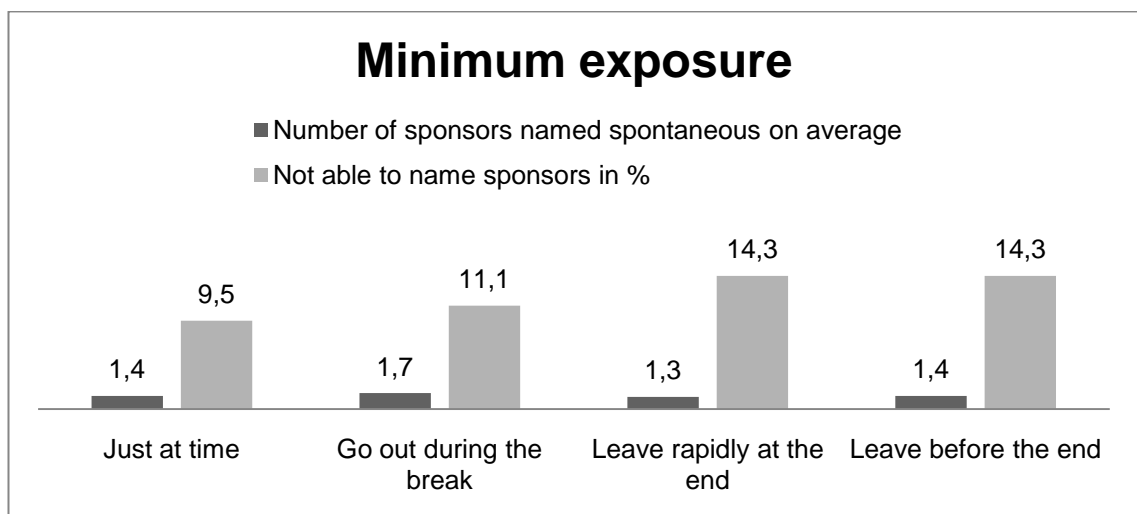
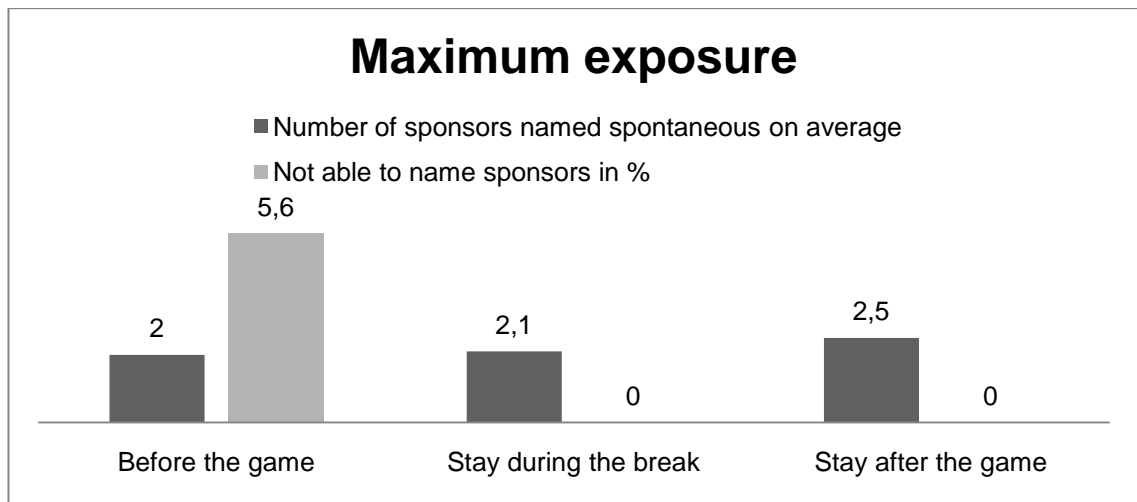
More the respondent is exposed to Basket-Ball in indirect audience more he can named spontaneous sponsors.

- Sponsor named with aided recall list according to the duration of exposure for the indirect audience.



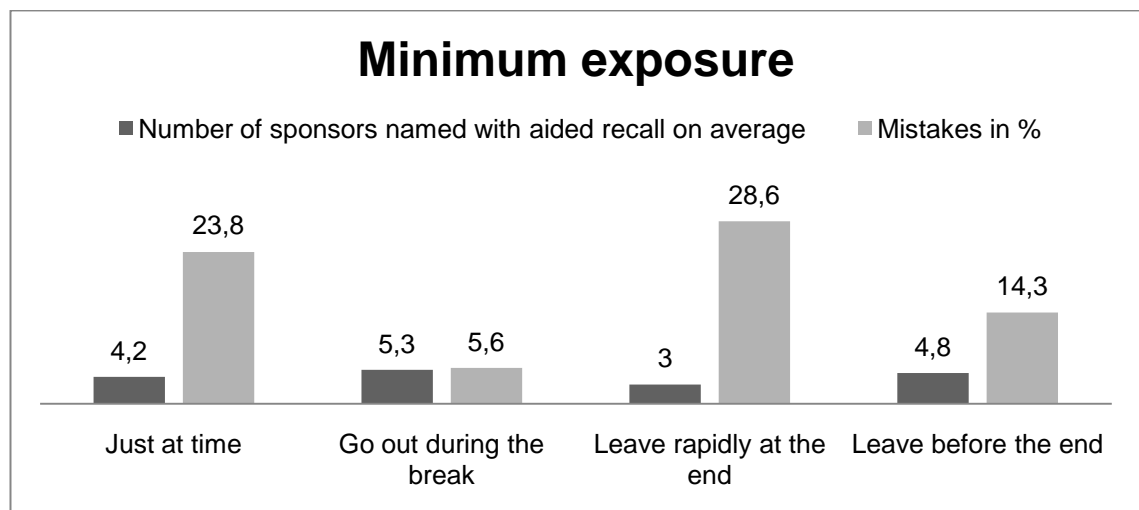
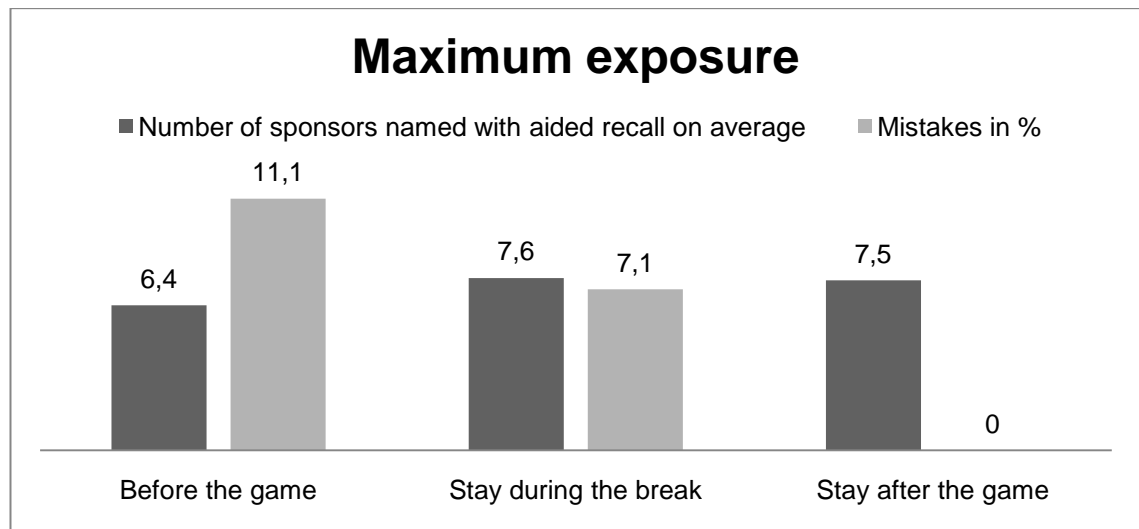
The percentage of mistakes when the respondent recognizes sponsors in a list is less important if the respondent is exposed to Basket-ball games during a long time in indirect audience. Moreover if the duration of exposure is important, the number of sponsors recognized will be more important than a lower exposure.

- Sponsor named spontaneously according to the duration of exposure for the direct audience.



For the direct audience, if the duration of exposure is high; the spontaneous recall will be high too. Moreover more the duration of exposure is lower more the respondent is not able to name sponsors spontaneously.

- Sponsor named with aided recall list according to the duration of exposure for the direct audience.



In direct audience in general more the exposure is important more the brand recall is high and the risks of committing mistakes decreases.

The frequency of exposure is important in the process of brand recall. More the respondent is exposed to the sponsor (according to its frequency which he attends to the basket-ball games) more he can name spontaneously sponsors (on average 2 sponsors for the respondents who go more than 40 time per year see/watch Basket-ball game against 0.4 for the people who go less than 10 times per year). Moreover the mistakes committed are very important for the respondents who go to see/watch basket-Ball game less than 10 time per year

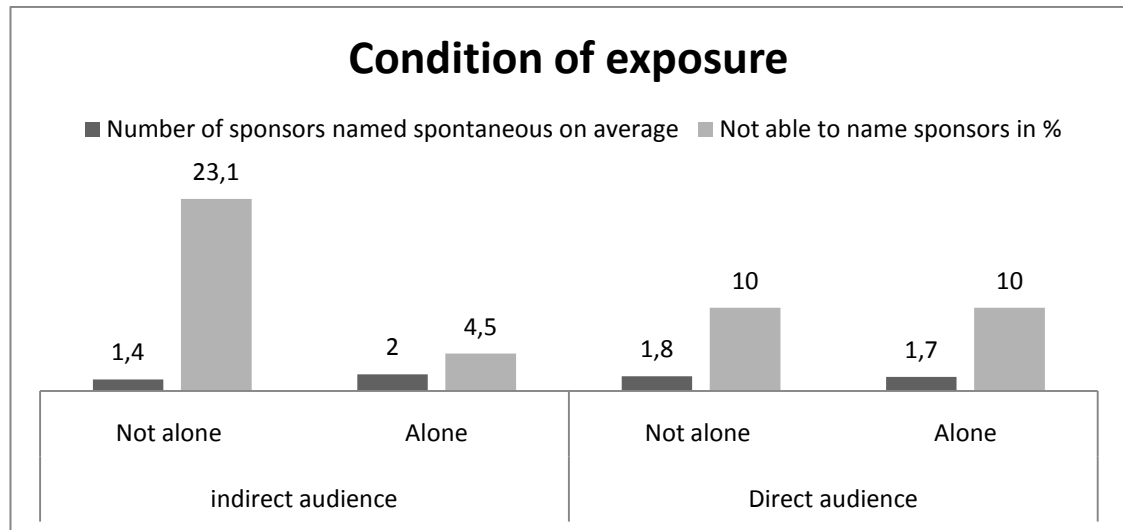
and who tend to recognize sponsors with aided recall list (42.9 % against 11.1%). According Anne and Cheron (1991, 69-81) the involvement is an important factor which influences the brand recall, more the respondent is involved more its brand recall will be high.

The duration of exposure also influences also the brand recall. With the questionnaire the author can verify Cornwell et al's hypothesis (2005) and Fuch's hypothesis (2006). The audience's behavior during an event (duration) is an important factor in the process of brand recall. More the respondent is exposed to Basket-Ball games more he is able to name spontaneously sponsors this hypothesis is verified both direct audience and indirect audience. Another point is that the less important the exposure is the more numerous the mistakes are.

#### 5.4 Environnemental exposure and brand recall

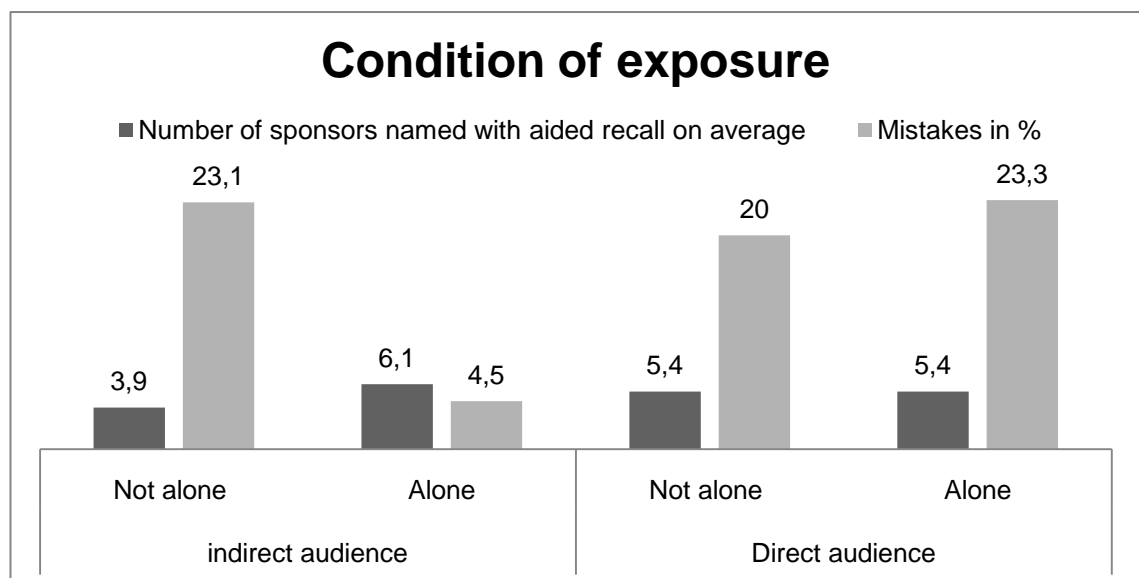
The fact to be alone or not while watching basket-ball game influences the brand recall. To show this fact the authors crossed the question 5 about the habits of the respondent (if he goes to see the basket-ball game in a playground alone or not and/or if he watches basket-ball game on TV alone or not) and the question 7 and 8 concerning the sponsors that the respondent can name (see appendix 1).

- Condition of exposure: Spontaneous recall



In general for the indirect audience the respondents who watch basket-ball games with their friends, their family and so on can name less sponsors that people who watch Basket-ball game alone. As far as the direct audience on average respondents can name spontaneously the same numbers of sponsors whether alone or not.

- Condition of exposure: Aided recall



For the indirect audience the respondents who are alone can name much more sponsors that people who watch basket-ball games with their friends, their

family... As the spontaneous recall, with the aided recall list the numbers of sponsors recognized if the respondent is alone or not is on average the same.

For the spontaneous recall the respondents who are alone during a basket-ball game whatever its kind of audience (direct or indirect) are more able to name a sponsor than respondents who are not alone. With the aided recall list the phenomenon is the same, the respondent alone can recognize more sponsor on average than people who are with their friends and their family. This convergence is may be due to the concentration and the disturbance that carry the people in the case that respondent is not alone. Abassi and Chandon (2007) enhance this factor, according to them the entourage does not necessarily share the same interest in the event of a power cut, a surprise visit, phone calls, all this factors can disturb the respondents and influence their brand recall.

## 5.5 The brand awareness and the brand recall

If the brand awareness is high, the brand recall will be high. For this fact the author crossed the question 7 and 8 of the questionnaire concerning the brand recall of the respondent and the questions 12 (for Peugeot), the question 13 (for MacDonald's), the question 14 (for Leclerc) and the question 15 (for Sport 2000). The goal of this table is to show that more the respondent likes the brand more the brand recall of the brand is high (see appendix 1)

In percentage

		Strongly agree	Agree	No opinion	Disagree	Very disagree
Peugeot	Named spontaneous	10,0	7,7	0,0	0	0
	Named with aided recall	53,3	61,5	0,0	0	0
Macdonalds	Named spontaneous	28,6	66,7	0,0	12,5	0
	Named with aided recall	71,4	88,9	66,7	75	66,7
Leclerc	Named spontaneous	38,5	40,0	0,0	0	0
	Named with aided recall	76,9	60,0	100,0	0	0
Sport 2000	Named spontaneous	9,1	0,0	0,0	0	0
	Named with aided recall	60,6	55,6	0,0	0	0



Reading the table: 10% of the respondents who like Peugeot can name this brand spontaneously.

This table shows the correlation between the respondent's attitude toward a brand (if he thinks that it is a competitive brand, a quality brand, and a brand that he likes) and the brand recall. In general, the more interest a respondent has in a brand, the higher the brand recall will be.

The author can conclude that if the brand awareness of a brand is high, the brand recall will be important. For example, 53.3% of the respondents who like Peugeot can name this brand with the help of aided recall. According to Walliser (2003), the consideration of sponsors by the audience has an impact on brand recall. However, in the case of McDonald's, it is particular; this brand is not loved by everyone but its brand recall is very high. 66.7% of the respondents do not like this brand but with the aided recall list they can recognize this brand. This exception is maybe because the logo of McDonald's is very important and recognizable. McDonald's is a brand that sponsors a lot and they have advertising everywhere, and even if the respondent does not like the brand, it is impossible to avoid advertisements of McDonald's.

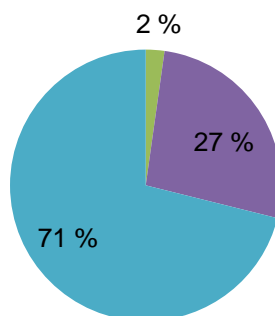
## 5.6 Characteristic of the message and brand recall

The brand name, the notoriety, the size and the place is very important for the brand recall and can influence it. With the question 6 concerning the factors which can help the respondent to identify a team, the author can show the important factors during this process but also the factors less important for the audience (see appendix 1).

All these pies are in percentage

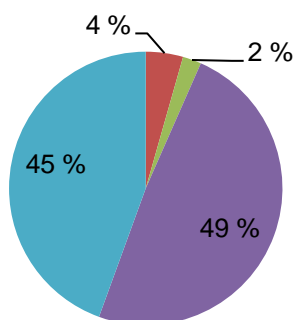
### Color of the kit

■ Not important at all ■ No important ■ No opinion ■ Important ■ Very important



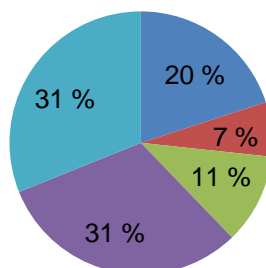
### Brand name

■ Not important at all ■ No important ■ No opinion ■ Important ■ Very important



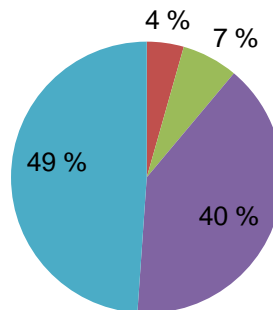
### Notoriety of the sponsor

■ Not important at all ■ No important ■ No opinion ■ Important ■ Very important



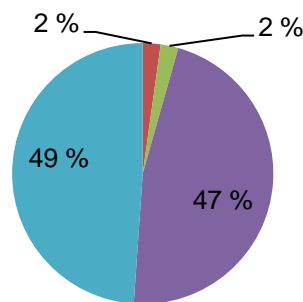
### Size of the sponsor

■ Not important at all ■ No important ■ No opinion ■ Important ■ Very important



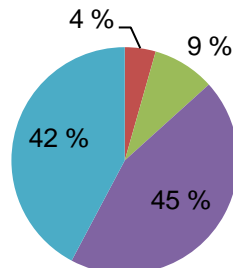
### Place of the sponsor on the kit

■ Not important at all ■ No important ■ No opinion ■ Important ■ Very important



### Place of the sponsor in the gymnasium

■ Not important at all ■ No important ■ No opinion ■ Important ■ Very important



These pies show according to the respondent what are the factors which help them to recognize a team. The color of the kit, the brand name, the size of the

sponsor and its place is very important for the audience. On the other side, for the notoriety of the sponsor opinions are divided and the notoriety is not important for the audience.

The color of the kit and the brand name are very important for the audience 71.1% of the respondents find this factor very helpful to recognize a team. The aim for a company which sponsors a team is that the audience associate their brand to a team and the best way is to have a good visual for the public (color, size, place...). All the details are very important, a sponsors who are not enough apparent will be results in terms of brand recall clearly less important that a sponsor who are a strategic place, a strategic color in the kit of players or a strategic place in the gymnasium. Nevertheless the notoriety of a brand can influence the brand recall but it is not the principal factor which helps the brand recall for 20% of the respondent the notoriety is not important at all, and does not help to recognize the team.

## 5.7 Multiple sponsors and brand recall

If a team has multiple sponsors then the brand recall decreases. The question 7 and 8 of the questionnaire help the author to confirm this fact. After the collect the author sorted out the answers according to the home club of the respondent (see appendix 1).

- Spontaneous recall according to the different clubs

	Vesoul
MacDonalds	0,8
Leclerc	0,5
Cinéma	0,2
Philiponet	0,2
Peugeot	0,3
SARL Talahrdar	0,1
	Saint-Loup
Vediorbis	0,9
Sport 2000	0,2
Intersport	0,3
	Port-sur-Saône
Euroserum	0,7
Leclerc	0,6
Saône Elec	0,2

Vesoul has more sponsors than Port-sur-Saone and Saint-Loup and only the first two sponsors (MacDonalld's and Leclerc) are named spontaneously, the rest of their sponsors are much less named. This fact is less important for the two others clubs but it is still present.

- Aided recall depending on the different clubs.

	Vesoul	Saint-Loup	Port-sur-Saône
Cinema Majestic	0,7	0,3	0,4
Vediorbis	0,2	0,9	0,4
Philiponet	0,5	0,3	0,2
Peugeot	0,5	0,4	0,6
Leclerc	0,6	0,5	0,8
Batibois	0,1	0,3	0,2
SARL Talhardar	0,8	0,3	0,5
MacDonalds	1,0	0,6	0,6
Euroserum	0,3	0,5	0,6
Sport 2000	0,5	0,8	0,4

The colors are represented by the sponsors of the respective club and on average how many times this sponsor is recognized with the aided recall list. The most numerous the sponsors are for a team, less the brand recall is

important, and sometimes the recognition of another team's sponsor is superior to a sponsor for their own team (Sport 2000 for Vesoul is more recognized than Batibois).

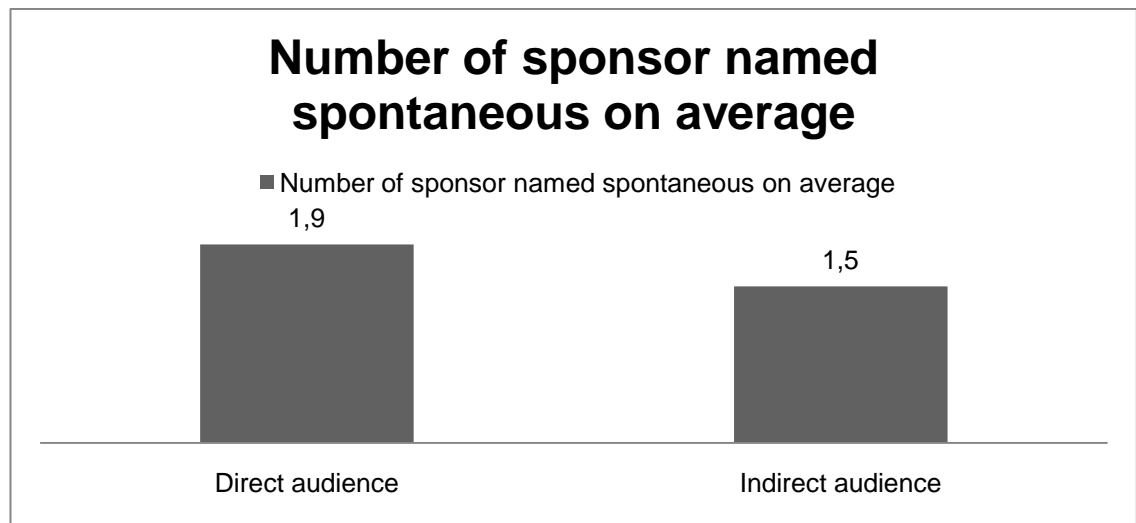
For this hypothesis the result confirms what is written in the literature review, that is to say the most numerous the sponsors are for the same team, the more probable it is that the brand recall will decrease. For Vesoul the majors sponsors are MacDonald's and Leclerc, the others present a brand recall really less important (in spontaneous recall MacDonald's is named on average 0.8 times against 0.2 for the Cinéma Majestic or Philiponet). For Saint-Loup the principal sponsor is Vebiordis with 0.9 times against 0.2 for Sport 2000. Port-sur-Saône, its two main sponsors are Euroserum (0.7 times) and Leclerc (0.6 times).

In the questionnaire a result for Vesoul and SARL Talhardar was interesting because with the aided recall this company was recognized on average 0.8 times. Nevertheless this company is a very small one and its advertising budget is very small, with just one small poster in the gymnasium but the manager of this company is also a player in this team. The audience feels involved with this brand and memorizes more easily this brand.

## 5.8 The audience and the brand recall

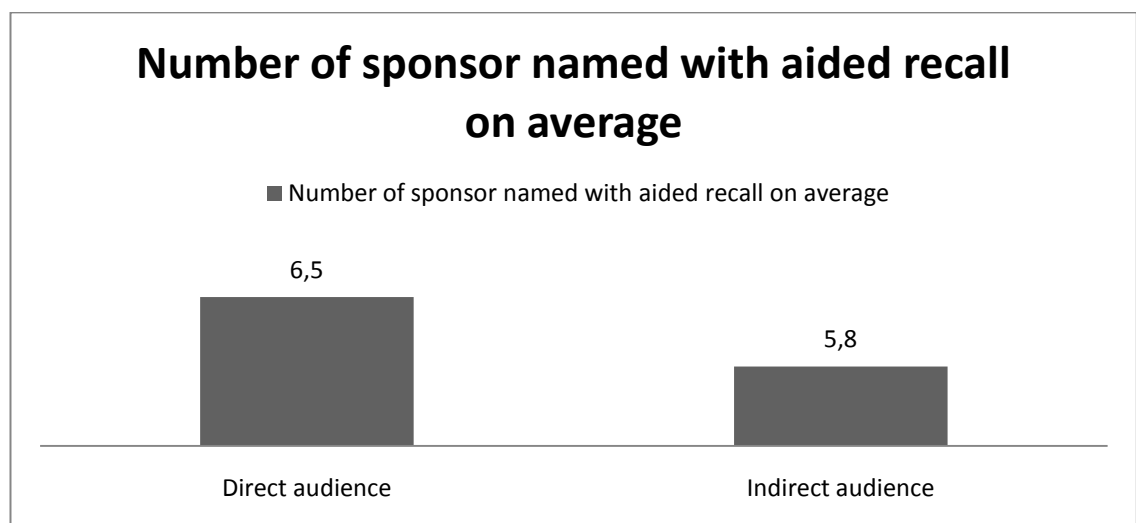
The direct audience presents a better brand recall than the indirect audience. To show this fact the author crossed the question 5 about the kind of audience with the questions 7 and 8 concerning the sponsors named spontaneously and with the help of a list (see appendix 1).

- Spontaneous recall according the different kind of audience



In direct audience the respondent can name more sponsors spontaneously than in indirect audience.

- Aided recall according to the different kind of audience



In indirect audience with a list the respondent can recognize fewer sponsors and this kind of audience makes more mistakes than the direct audience which can recognize more sponsors and it commits fewer mistakes.

This hypothesis is accepted for the spontaneous recall and by the aided recall. The direct audience can name spontaneously on average 1.8 sponsors against 1.7 sponsors for the indirect audience. Like viewed in the literature review the

direct audience has a very wide field vision. They can choose to look at any element they want in the game environment. While the indirect audience is less free, autonomous, because it is the cameras and commentators that guide the viewer's exposure.

It's also true that with a list, the direct audience can name on average 6.3 sponsors against 5.8 for the indirect audience. This fact is may be due to the channel which decides elements will be broadcasted (the game, players, coaches, fans, replays, etc). According to Bryant et al (1982, 109-119) comments made during the transmission of the sporting event guide the indirect audience and this audience is not focused on the sponsors and the people are less attentive.



## 6 CONCLUSION

The purpose of this thesis was to investigate about the impact of multiple sponsors according to the kind of audience in sport area. The purpose is fulfilled by answering the research questions presented below.

There are several factors which influence the audience's recall of sponsors the most important being the brand awareness. There are two different approaches, the first one is the individuals factors such as age and gender. These factors may also influence the audience in the brand recall process. With the analysis of the questionnaire, the result show that women present a better brand recall than men and young people have also a better brand recall than older people. The second approach is about the relationship between the brand and the event. For the same brand, the impact of the brand recall depends on the event, if the brand is not in harmony with the event the brand recall will be lower than if the brand is in perfect harmony with the event. These elements can be the category of product, the seniority of the company... The brand recall can be also influenced by the excitement caused by the presence of the sponsor and/or by the event or for example by the crowd behaviour for the direct audience.

The configuration of an event can provide a brand recall important or not. If people can move as much as they want the brand recall will tend to be higher. The architecture of the event influence the brand recall, if the audience is not guided the brand recall present an effective rate because the respondents have to be attentive to what is happening around them and in this case they see the different sponsors. Moreover the opinion regarding the sponsor and its activities is important for the brand recall.

Moreover the time between the measurement of the brand recall and the time when the respondent was exposed to the sponsors can influence the results. If the measurement is made a long time after the exposure the risk that the respondent will forget the sponsor and the result can be distorted. This fact cannot be shown in the questionnaire because it was filled in the middle of the

season during the championship, by this fact this result are no distort by the time.

The characteristic of the message such as the size, the logotype, the color used, the place on the kit or in the gymnasium and so on may have a huge impacts on the brand recall. The analysis of the questionnaire shows that the color used, the size is very important for the audience but according to the results the notoriety of a brand can be poor and its brand recall high. There is the example of Macdonald's with the questionnaire which proves that the notoriety is not a factor which influence the brand recall.

The involvement of the audience have a significant impact on the brand recall, more the audience is exposed to sponsors, more it can recognize the sponsors. As show the analysis of the questionnaire the duration of exposure influence the brand recall. If the respondent is exposed to the sponsor during a long time (he comes before, he stays in the gymnasium during the break, he stays after the game for the direct audience or if he turns on the television before the beginning of the game, during the break and at the end of the game he stays on the same channel for the indirect audience) the brand recall is significantly higher that if the duration of exposure of the audience is minimal.

All these element mentionned above can influence positively the brand recall of the audience if they are used judiciously.

In case of multiple sponsors for the same team, the brand recall will be less important. Conversely, if the team is sponsored by one or two sponsors the memorization will be much more effective and important. If a company wants to sponsor a team or an event, the company have to be careful about how many sponsors the team already have. And spending a huge amount of money will not be effective if the team already has many sponsors. The analysis of the questionnaire shows that the more the team has sponsors the less the sponsors get a brand recall important. Only one or two sponsors distinguish with a high brand recall, for the others it is more difficult, the audience does not remember because there are many information.

Finally, the audience seems to react differently from indirect audience to direct audience in relation to the brand recall of sponsors. The direct audience presents a brand recall more important in comparison to the indirect audience. The result of the questionnaire show that the direct audience presents a brand recall superior that the indirect audience.

The indirect audience is less sensitive to sponsors and its level of involvement is generally less important. The factors characterizing the exposure condition for the indirect audience can differ to the direct audience because of the TV speaker, the quality of the TV coverage, the tendency to make other activities during the broadcast of the match on TV, the presence of others persons... All these factors cause a mitigation of the emotion and a saturation of advertising.

Ambush marketing can also lead to confusion especially with the indirect audience through all the advertisements that are broadcast before, during and after the broadcasting of matches knowing that the audience is less involved than the direct audience, and therefore more likely to be "distracted" (Sandler and Shani1989). The ambush marketing increases the risk of mistake with the study of the questionnaire, the indirect audience presents a rate of mistake superir to the direct audience.

The duration of exposure between the two kind of audience is different. During the break the direct audience rarely leaves the playground. The audience has the possibility to come before the beginning of the game and stay at the end. For the indirect audience it is different the televised broadcastingof sport event begins a few minutes before the beginning of the sporting event and the channel changes the program a few minutes after the end of the game. Although the indirect audience has the opportunity to be exposed to the sponsoring brand with the reports related to the event or some emissions, but the duration of the exposures are short and less important in comparaison with the direct audience.

Another factor which can explain the difference of brand recall between the two kind of audiences is the freedom vision for the direct audience and the vision

focused for the indirect audience. The people in the playground have a wide field vision. They are free to choose what they want to look in the game environment. While the viewers are less free and less autonomous. They are under the influence of the channel because the channel decides on which elements will be broadcast (game, players, coaches, fans, replays...).

Firms would not neglect the difference between the two audience in their communication strategy through sponsorship. Multiply operations such as animation on the place could be a good idea as the direct audience is more involved, it will be more attentive to information about the team and therefore the operations of sponsorship will be still more effective. The results may provide some guidance to companies investing in sponsorship.

## 6.1 Limitations of study

Critique can be pointed towards the settings of the experiment and follow up the study. It can be argued that results are somewhat biased due to possible extraneous variables such as respondents being distracted because the place where the questionnaire was filled is maybe not be an appropriate. It is possible that the brand recall would be higher if the experiment was conducted in a laboratory setting since in that case respondents would be able to really think about their answers. The questionnaires could be distributed to a higher number of respondents further strengthen the research even though 45 were enough to be able to statistically analyze the results. Moreover the questionnaire was filled up in French, and during the translation in English made by the author, it is possible that some data was lost during the translation.

## 6.2 Further research

During the research, the author has encountered several interesting issues connected to the purpose of this thesis and unexplored that could affect the brand recall. For example, the effectiveness of sponsorship is it related to the event's result (if the team or player wins or loses). Or the effectiveness of an event can be due to climatic variables (wind, rain, sun, mist...). These disruptive

elements can limit the visibility of sponsor logos or reduce the rate of participation in the event?

Another interesting area of research, will be the importance of the role played by environmental factors (such as the music in the stadium, the speaker, the behavior of groups of fans?

Another interesting topic will be to make cultural comparisons in terms of effectiveness of sponsorship. The popularity of a sport can change from one society to another, as well as reactions to sponsorship may be different.

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## Appendix 1 : Questionnaire

1 - Gender:

☐ F ☐ M

2 - Age:

☐ -15 years ☐ 15-24 years ☐ 25-34 years ☐ 35-44 year ☐ +45 years

3- Which team do you support?

☐ Vesoul ☐ Port-sur-Saône ☐ Saint-Loup

4 - How many times do you watch basket ball games in a year?

☐ 0-10 times ☐ 31-40 times  
☐ 11-20 times ☐ More than 40 times  
☐ 21-30 times

5 – What kind of audience are you? Please tick the sentence that describes you.

- ☐ I watch Basket-ball games at home on television alone
- ☐ I watch Basket-ball games at home on television but I am not alone
- ☐ I watch Basket-ball games in a public place alone
- ☐ I watch Basket-ball games in a public place but I am not alone
- ☐ I go to see the game regularly alone
- ☐ I go to see the game regularly but I am not alone
- ☐ I go to see the game all the time alone
- ☐ I go to see games all the time but I am not alone

6 - How do you recall your team? Which of following factors help you identify?

	Not important at all	Not important	No opinion	Important	Very important
Color of the kit	1	2	3	4	5
Brand name	1	2	3	4	5
Notoriety of the sponsor	1	2	3	4	5
Size of the sponsor	1	2	3	4	5
Place of the sponsor on the kit	1	2	3	4	5
Place of the sponsor in the gymnasium	1	2	3	4	5

7 - What are the sponsors of your team?

Give the name of the first one on you remember: .....

Give the name of the second on you remember: .....

Give the name of others sponsor that you remember: .....

.....

8 - Among the sponsors in this list which one have you ever seen on the gymnasium and/or the kit?

- |  |  |                                      |
|--|--|--------------------------------------|
| <input type="checkbox"/> Cinema Majestic | <input type="checkbox"/> Leclerc               | <input type="checkbox"/> Go Sport    |
| <input type="checkbox"/> Vedioibis       | <input type="checkbox"/> Batibois              | <input type="checkbox"/> MacDonald's |
| <input type="checkbox"/> Cora            | <input type="checkbox"/> SARL Talhardar frères | <input type="checkbox"/> Euroserum   |
| <input type="checkbox"/> Philiponet      | <input type="checkbox"/> Le clou d'or          | <input type="checkbox"/> Sport 2000  |
| <input type="checkbox"/> Peugeot         | <input type="checkbox"/> Quick                 | <input type="checkbox"/> Renault     |

## 9 - What are the most significant brands to you?

	Not important at all	Not important	No opinion	Important	Very important
Vediorbis	1	2	3	4	5
Philiponet	1	2	3	4	5
Cinema Majestic	1	2	3	4	5
Sport 2000	1	2	3	4	5
Leclerc	1	2	3	4	5
Euroserum	1	2	3	4	5
MacDonald's	1	2	3	4	5
Peugeot	1	2	3	4	5
SARL Talhardar frères	1	2	3	4	5

## 10 – Which sentence best describes you?

- ☐ When I go to see a game I come before the game
- ☐ When I go to see a game I come just on time
- ☐ When I go to see a game I stay in the gymnasium during the break
- ☐ When I go to see a game I go outside the ground during the break
- ☐ When I go to see a game I leave before the end
- ☐ When I go to see a game at the end I leave rapidly
- ☐ When I go to see a game at the end I stay in the gymnasium to see the players
- ☐ I never go to see games

## 11 – Which sentence best describes you?

- ☐ When I watch a game on television I turn on the television before the beginning of the game
- ☐ When I watch a game on television I turn on the television before just when the game begins
- ☐ When I watch a game on television I change channels during the break
- ☐ When I watch a game on television I don't change channels during the break
- ☐ When I watch a game on television at the end I turn off rapidly the television
- ☐ When I watch a game on television at the end I keep the same channel
- ☐ I never watch games on television

## 12- In this list of adjectives and sentences relating to Peugeot.

Tell me if you agree with: *Peugeot is:*

	Not agree at all	Disagree	No opinion	Agree	Strongly agree
A dynamic brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A competitive brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A quality brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A brand that I like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 13- In this list of adjectives and sentences relating to MacDonald's.

Tell me if you agree with: *MacDonald's is:*

	Not agree at all	Disagree	No opinion	Agree	Strongly agree
A dynamic brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A competitive brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A quality brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A brand that I like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14- In this list of adjectives and sentences relating to Leclerc.

Tell me if you agree with: *Leclerc is:*

	Not agree at all	Disagree	No opinion	Agree	Strongly agree
A dynamic brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A competitive brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A quality brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A brand that I like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15- In this list of adjectives and sentences relating to Sport 2000.

Tell me if you agree with: *Sport 2000 is:*

	Not agree at all	Disagree	No opinion	Agree	Strongly agree
A dynamic brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A competitive brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A quality brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A brand that I like	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Appendix 2 : Table of the questionnaire analysis

Top of mind Men		Vesoul
	Macdonalds	7
	Leclerc	1
	SARL Talhardar	1
	<b>SUBTOTAL</b>	<b>9</b>
		Saint-Loup
	Vediorbis	5
	Intersport	1
	<b>SUB TOTAL</b>	<b>6</b>
		Port-sur-Saône
	Euroserum	3
	Leclerc	3
	<b>SUBTOTAL</b>	<b>6</b>
	<b>TOTAL</b>	<b>21</b>

$$21/25=0.84$$

$(4/25)*100= 16\%$  cannot name any sponsors

Top of mind Women		Vesoul
	Macdonalds	3
	Philiponet	1
	<b>SUBTOTAL</b>	<b>4</b>
		Saint-Loup
	Vediorbis	8
	<b>SUBTOTAL</b>	<b>8</b>
		Port-sur-Saône
	Euroserum	5
	Leclerc	1
	<b>SUBTOTAL</b>	<b>6</b>
	<b>TOTAL</b>	<b>18</b>

$$18/20=0.9$$

$(2/20)*100= 10\%$  cannot name any sponsors

Spontaneous recall Men		Vesoul
	MacDonalds	9
	Leclerc	5
	Peugeot	4
	SARL Talarhdar	2
	Cinéma Majestic	2
	Philiponet	1
	<b>SUBTOTAL</b>	<b>23</b>
		Saint-Loup
	Vediorbis	5
	Intersport	2
	<b>SUBTOTAL</b>	<b>7</b>
		Port-sur-Saône
	Euroserum	5
	Leclerc	4
	<b>SUBTOTAL</b>	<b>9</b>
	<b>TOTAL</b>	<b>39</b>

$39/25 = 1.56$ , in average a man can named 1.56 sponsors spontaneous

Spontaneous recall Women		Vesoul
	MacDonalds	3
	Leclerc	3
	Cinéma Majestic	1
	Philiponet	2
	<b>SUBTOTAL</b>	<b>9</b>
		Saint-Loup
	Vediorbis	8
	Sport 2000	3
	Intersport	2
	<b>SUBTOTAL</b>	<b>13</b>
		Port-sur-Saône
	Euroserum	5
	Leclerc	4
	Saône Elec	3
	<b>SUBTOTAL</b>	<b>12</b>
	<b>TOTAL</b>	<b>34</b>

$34/20 = 1.7$  in average a man can named 1.7 sponsors spontaneous